

# The internet and global activism

Sociology



Opinion about the Article Overall the article is of superior quality as has been able to highlight important changes in the way media has changed over the period of time. The production of the contents and information and subsequent consumption of the same by the same users actually make the media outlets less powerful. Author has been able to demonstrate a comprehensive understanding social change process and how this change is giving voice to people who were relatively unheard or given less time by the traditional media.

### My Passions and Interests

My main interest is to basically understand as to how the technology and society interact and how technology can actually bring in required change in society. I like to explore the interests of the understanding how as a person I can contribute towards the society by participating into an online revolution which is bringing in underlying and subtle changes in the very fabrics of the society as a whole.

### Involvement in demonstration

I have been involved in online demonstration as I created a community for a cause of helping minorities to be represented in the mainstream media. The page was developed in order to not only provide the coverage to the minority issues but was also focused upon initiating discussions and debate on whether mainstream media is essentially covering the minorities and representing their interests also. That was an interesting experience as it helped me to understand and explore as to how different people and classes think and perceive the media coverage of important issues.

### Media Activism

Media activism can have both have the negative and positive impact on the <https://assignbuster.com/the-internet-and-global-activism/>

society and the people it represents. To assess the overall impact of the same, the overall question needs to be explored in contextual manner so that the impact of media activism can be measured. What author has been able to demonstrate is a very vivid example of how the media can be selective in representing the interests of different classes of the society and can favor or disfavor some. Media activism if directed towards a particular segment of the society or something is based upon biased opinions and coverage may have negative impact however, if media can actually represent those segments of the society which are not traditionally being represented, it can have positive impact also this sort of activism can actually create more awareness about the social and cultural issues of different segments of the society.

#### Culture Subject Matter Requiring Change

Canada is one of the fastest growing immigration hubs in the world with a generous immigration policy. Over the period of time, immigrants have grown in size and are now becoming a significant majority. As such Canada, in near future, may need to initiate a dialogue of whether and how it is going to meet the challenge of overcoming cultural conflicts between its own culture and the various cultures of immigrants. With diverse range of cultures emerging due to immigration, a social dialogue on this issue may be necessary.